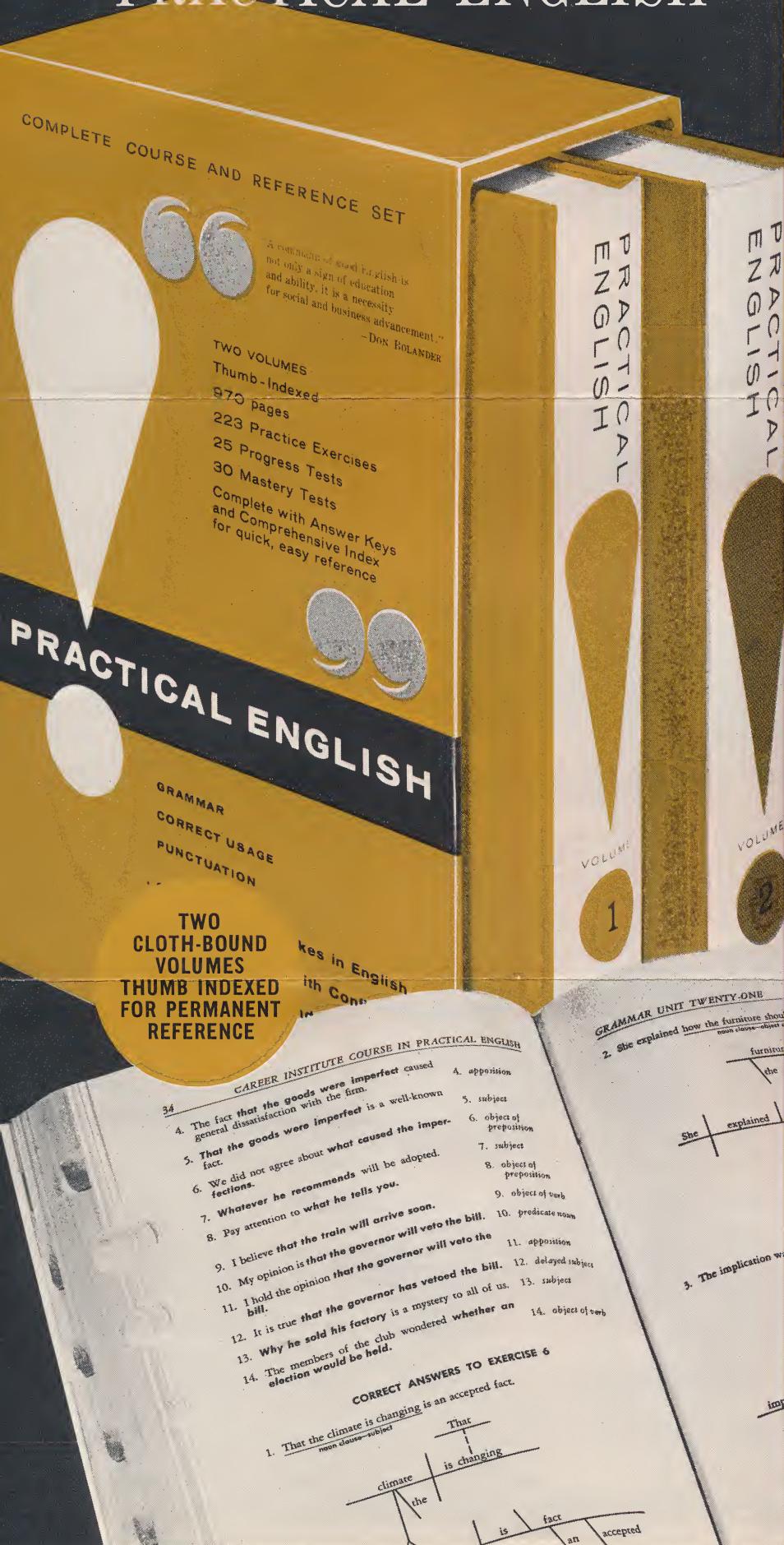


Career Institute's PRACTICAL ENGLISH



ELIMINATE EMBARRASSING AND COSTLY MISTAKES IN ENGLISH IN YOUR OFFICE

PUBLISHED BY
BUSINESS SERVICES DIVISION
CAREER INSTITUTE INCORPORATED

Institute's
ENGLISH

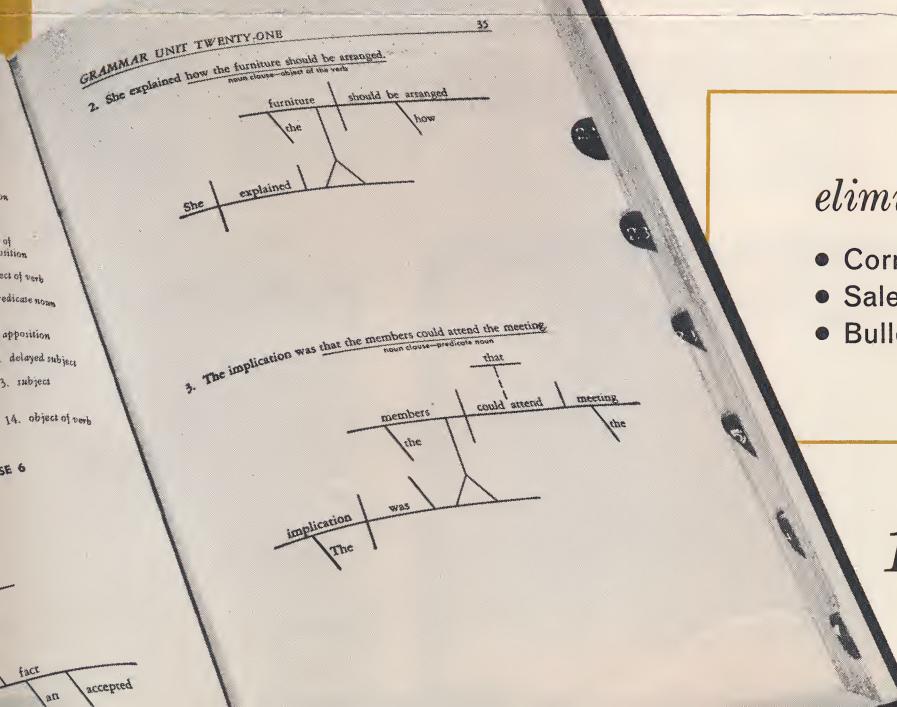


Everyone in your office can master perfect English

Many people fail to get ahead in the business world simply because of their inability to speak and write clearly, correctly and effectively. Imagine the benefits these people would gain from a second chance to learn the essentials of good English they missed in school. The secretary who can compose her own letters and the typist who can punctuate and spell correctly are valuable assets to any company. Salesmen who write effective sales letters and clear, concise reports are usually the most profitable producers. Even many top executives who are secretly unsure of their English will benefit from *Practical English*. With *Practical English* as a high speed, self-teaching course and a ready reference source, every individual in your office can gain a mastery of perfect English quickly and easily—at a cost to your company of less than you would pay for a good unabridged dictionary.

Revolutionary new self-teaching method gives quick, easy, sure results

Career Institute's two-volume *Practical English* has enabled thousands of mature men and women to master perfect English easily and quickly—in as little time as 15 minutes a day. Through a revolutionary new adaptation of "programmed learning," the need for dreary memorization of rules and terms is eliminated and learning becomes an adventure instead of a chore. The *Practical English* self-scoring method teaches the individual how to apply the rules of grammar automatically—makes learning as exciting as a quiz game—allows the student to measure his mastery every step of the way.



eliminate grammatical errors in...

- Correspondence
- Sales Letters
- Bulletins
- Business Reports
- Speeches
- Conversation

10-DAY FREE TRIAL

Career Institute's PRACTICAL ENGLISH



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eliminate

- Correspondence
- Sales Letters
- Bulletins

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Put an end to those expensive, embarrassing mistakes in English

In business letters, reports, bulletins, sales talks, and speeches, mistakes in English can be embarrassing to you and to your company. They are costly to look for and costly to correct. The prestige your company values so highly is seriously damaged with every grammatical error. In fact, unclear, ineffective English usage may be costing your company many dollars each year in lost business. *Practical English* will pay for itself many times over by eliminating mistakes and bringing the benefits of good English to every member of your staff. As a high-speed self-teaching refresher course and as an authoritative permanent reference work, *Practical English* is an investment that will pay big dividends for years to come.

3 ways to use *Practical English*



1 A refresher course for individuals

Many people welcome this opportunity to begin at the beginning and learn the English grammar they missed in school or have since forgotten. *Practical English* enables them to learn the rules and terms quickly and easily without tedious memorization—teaches them to *apply* the rules—and to put this new knowledge to work on the job immediately.

2 A permanent office reference

Practical English answers every conceivable question on English grammar and correct usage. Your staff will refer to it daily on matters of punctuation, when to use "who" or "whom," "shall" or "will," when and when not to split an infinitive, the proper use of quotation marks and the many other questions that come up during every business day.

3 A text for industrial education programs

Many companies use *Practical English* as a text for English courses offered to secretaries, typists, correspondents and sales people. Instructors find it ideal since the self-graded exercises free them from time-consuming grading of papers and permit them to devote more time to individual problems.

Practical English has helped many thousands to speak and write better

"Practical English has been most helpful. It should prove very useful in my new position as a supervisor of a department where I will be meeting the public."

M. C. McMILLAN, Washington, D.C.

"My boss does very little dictating and leaves much of the correspondence to me. There have been times when I was unsure of a point of grammar—and have often taken a chance. Now, with your books as ready reference, I can find the right form quickly and easily."

R. H., Toronto, Ontario, Canada

"Practical English has aided me in preparing concise reports that are necessary for my job. It had been many years since I first studied grammar. *Practical English* was a thorough review and all phases were helpful to me."

JOSEPH L. SEBECK, Yonkers, New York

"In engineering school I paid little attention to the use of good English. *Practical English* was an excellent refresher which was both constructive and interesting. It is just the type of material needed for people in a technical category such as mine."

G. J. STRAMEL, Lawrence, Kansas

"I am only halfway through *Practical English*, but I must tell you that it has helped me greatly in my daily work and correspondence by increasing my self-confidence."

PAUL E. HARDY, Montreal, Quebec

"Practical English provided me with a comprehensive, yet easily understood study course to improve my technical writing."

ELMER W. GODIN, Hollywood, Calif.

"It has helped me to become a vastly improved speaker and writer."

JOSEPH V. WINES, Los Angeles, Calif.

"My work as a clerk-typist consists mostly of composing letters. A knowledge of good English is essential. Your course has helped me to gain this knowledge, and is very useful as a reference guide."

MRS. V. B. HILL, St. Louis, Missouri

"The proper use of grammar in speaking and writing is as essential for a secretary as the ability to write shorthand or to operate a typewriter. *Practical English* has aided me tremendously."

K. E. WHITE, Secretary, University City, Mo.

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"You scored high on the tests—except for your English. Why not brush up with Career Institute's short course, **PRACTICAL ENGLISH?**"

Mistakes in English Are Not Always Funny

In business letters, mistakes in English can be irritating . . . embarrassing. They are costly to look for and costly to correct. A misused word or the wrong form of a word can lower your "status" and undermine the "image" of your organization in the eyes of your reader. Bad reactions can also come from grammatical errors in business reports, in speeches, and in important business conversations.

Happily, there is now a quick, sure cure for mistakes in English. It's the new combination refresher course and permanent reference set . . .

-- PRACTICAL ENGLISH --

Two Thumb-Indexed Volumes, 970 Pages,
278 Self-Graded Exercises with Answer Keys,
Comprehensive Index for Quick Reference.

Here in two colorful, convenient volumes you will find a complete program in English grammar and correct usage, designed specifically to enable adults to master perfect English without going back to school.

If you face the problem of poor or inadequate English anywhere in your organization, you can profitably put **PRACTICAL ENGLISH** to immediate use in one or more of the following ways:

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Three Ways to Use PRACTICAL ENGLISH -- as a Refresher Course,
a Permanent Office Reference, a Text for Group Study

1. As a refresher course for individuals. The 27 Units in PRACTICAL ENGLISH "begin at the beginning" and cover completely the subjects of Grammar, Correct Usage, and Punctuation. An individual studying alone will find PRACTICAL ENGLISH the stimulating equivalent to a high school, college, or university course in the principles of good English.
2. As a permanent office reference to settle questions of correct English usage. A convenient index enables anyone to turn quickly to such points as when to use "shall" or "will," "should" or "would," "who" or "whom," "was" or "were," -- when and when not to split an infinitive, and the countless other everyday problems of grammar, correct usage, and punctuation.
3. As a text in a company program of industrial education. Among groups of employees such as typists, secretaries, correspondents, and sales people, the subject of English is popular. The need for instruction is widespread. The self-graded exercises in PRACTICAL ENGLISH enable the instructor or group leader to avoid the tedious task of grading papers and devote his time constructively to individual problems.

THE CAREER INSTITUTE METHOD IS AUTHORITATIVE

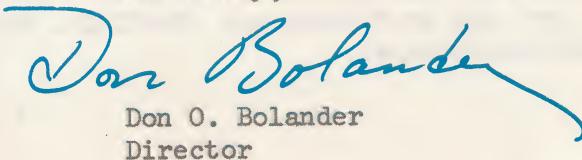
The adaptation of "programmed learning" used in PRACTICAL ENGLISH was originally developed in classes of mature men and women at Career Institute. The same method has since been used successfully by more than 50,000 adult students of Career Institute's Practical English course. In addition, the materials have been used to supplement an educational TV series, and the present two-volume set is widely used in schools, adult education programs, and by business firms throughout the United States and Canada.

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If you are not fully satisfied and pleased with PRACTICAL ENGLISH, just mail the set back. You will owe us nothing. Otherwise, just O.K. the invoice which we mail later. If you order additional sets after you examine the first set, you will receive a quantity discount any time within 30 days.

Sincerely,


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